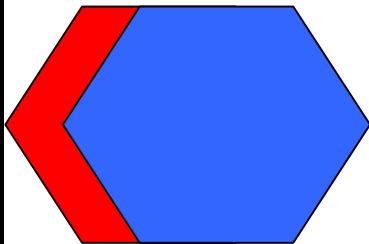


**Iowa**

**CONTENT STANDARDS**  
**and**  
**BENCHMARKS**

**Business and  
Administration**

**2001**



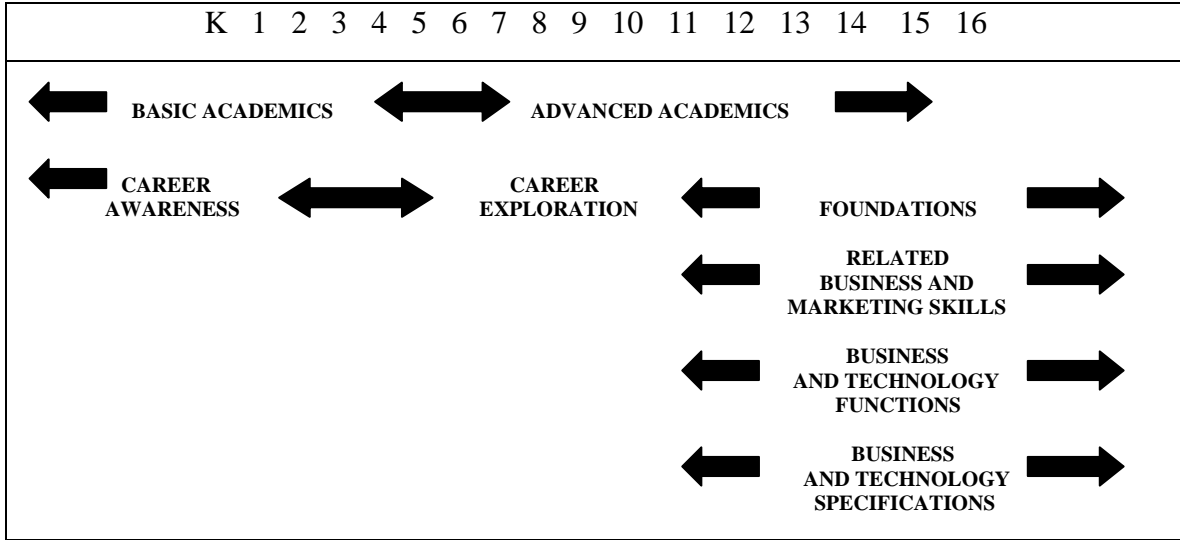


# Business, Information Management, and Marketing Career Pathway Framework

## Illustration of Program Possibilities

Academic	Employability	Career Area Knowledge and Skills	Occupational Cluster	Career and Technical Programs Specific Technical Knowledge and Skills
Academic Knowledge and Skills (K-12)	Employability Knowledge and Skills—Standards and Benchmarks (K-12)	Content and Knowledge of Career Areas—Standards and Benchmarks (K-12)	Business	Insurance
				Facilities Management
				General Management
				Human Resources
				Information Coordination
				International Business
				Banking
				Nonprofit Resource Development
				Office Technologies
				Risk Management
				Financial Services/Accounting
				Entrepreneur
			Marketing	Customer Services
				Advertising
				E-Commerce
				Importing/Exporting
				International Marketing
				Logistics Management
				Marketing Research
				Product Management
				Professional Sales
				Public Relations
				Real Estate
				Retail Management
				Sales Management
				Information Management
			Information Systems Operations	
			Interactive Digital Media Specialization	
			Network Administration	
			Programming and Systems Analysis	
			Software Development	
			Software Engineer	
			System Security	
			Technical Support	
			Technical Writer	
			Telecommunications	
			Web Designer/Developer	
			Multimedia Producer	

## The Business and Technology Curriculum



This flow chart describes how the Business and Administration curriculum can be viewed as a continuum that begins in the primary grades with career awareness and exploration. The model continues through postsecondary education with the emphasis becoming more specialized to the student's individual interest in Business and Technology.

## **Business and Administration Model Standards and Benchmarks**

**Examples of Programs Utilizing Business and Administration Model Standards and Benchmarks:** Business and Administration, Accounting, Administrative Assistant/Secretarial Science, and Human Resources Management

**Foundations of Business and Administration:** Career Development, Communications, Computation, Economics, and Entrepreneurship

**Functions of Business and Administration:** Accounting and Finance, Information Management and Systems, Business Administration and Marketing

**Integrated Throughout the Curriculum:** Academic Concepts, Technology, Soft Skills, and Ethics

### **Definitions**

**Foundations:** The Foundations are fundamental to an understanding of business and administration and can be viewed as co-requisites and as prerequisites for business and technology. The content of the Business and Administration Foundations must be mastered in order for business-specific content to have relevance to student learning.

**Functions:** The Functions define the discipline of business and administration as applied in business operations. They address business from the perspective of how it is practiced.

**Soft Skills:** Learning to learn; reading, writing, computing; listening and oral communications; adaptability: creative thinking/problem solving; personal management: self-esteem, goal setting, motivation, personal/career development; group effectiveness: interpersonal relations, negotiation, teamwork; and organizational effectiveness/leadership.

## Business and Administration Standards and Benchmarks

### Foundations:

### Career Development

**Standard: Understand career concepts as a basis for making appropriate career choices**

#### **Benchmarks**

1. Assess personal strengths and weaknesses as they relate to career exploration and development

#### Performance Indicators

- Determine attitudes needed for career success
  - Plan and prepare for current and future career options based on personal qualities and interests
  - Perform periodic self-assessment to evaluate and modify career plan as needed
2. Utilize career resources to develop an information base that includes global careers
    - Identify, gather, interpret, evaluate, and process available career opportunities and trends
    - Apply knowledge gained from individual assessment to prepare a comprehensive set of goals and an individual career plan
    - Identify sources of financial assistance for career preparation
    - Describe possible career positions and their respective career paths
  3. Integrate all forms of communication in the successful pursuit of a career
    - Demonstrate the use of multiple means of communication format (e.g., faxing, emailing, Internet)
    - Demonstrate ability to research a particular company in order to apply for a position
    - Understand the importance of first impressions (verbal and nonverbal)
    - Compose application process documents for a job opportunity (i.e., application form, letter of application, resume, thank you note—typed or hand written)
    - Demonstrate appropriate interviewing techniques and skills
    - List tasks to be completed after an interview
  4. Relate work ethic, workplace relationships, and workplace diversity to career development
    - Demonstrate personal qualities related to employability (e.g., promptness, collaboration, attendance, dependability)
    - Demonstrate a positive work ethic (e.g., honesty, integrity, punctuality, loyalty)
    - Understand the importance of a positive attitude
    - Illustrate how personal qualities transfer from school to the workplace

- Understand the need for confidentiality
  - Describe a safe and healthy work environment
  - Describe the importance of an organized and functional work area
  - Recognize relevant ethical issues in business
  - Participate effectively in teams
  - Prioritize work using time management skills
  - Demonstrate workplace expectations (e.g., dress, hygiene, speech, self-expression, interpersonal skills)
  - Explain appropriate employer-employee interactions
  - Identify issues dealing with gender bias and stereotyping in a culturally diverse workforce
  - Recognize how business is conducted in other cultures
  - Define stress and explain its impact on the workplace
5. Utilize strategies to make a connection between school and work
    - Understand the balance of career and personal time
    - Experience opportunities in one or more career clusters (e.g. shadowing, cooperative work experiences, community service, fostering relationships)
    - Develop a career network (e.g. mentoring)
    - Create a portfolio (e.g., resume, sample cover letter, awards, extracurricular activities, community service, references, and work samples)
    - Identify ways substance abuse can impact the workplace
    - List physical and mental health strategies and understand why fitness is integral to workplace production
    - Recognize the importance of accepting change
  6. Relate the importance of lifelong learning to career development
    - Identify a possible timeline for career advancement
    - Discuss the need for flexible career planning
    - Identify the need for lifelong learning
    - Identify trends and the effect of change on the workplace
  7. Explain the role of international business and analyze its impact on careers
    - Recognize the need to work in a culturally diverse workplace
    - Identify career options in an expanding global environment
    - Recognize ways global issues affect career choices

# Communications

Standard: Understand concepts, strategies, and systems needed to interact effectively with others

## Benchmarks

1. Communicate in a clear, courteous, concise, and correct manner

### Performance Indicators

- Select language appropriate to work situations
  - Use appropriate workplace etiquette
  - Demonstrate the ability to speak clearly and concisely
  - Use positive tone to communicate
  - Interpret business correspondence, professional articles, and supporting graphic materials
  - Select appropriate reading method for a particular situation (e.g., skimming, scanning, speed reading, in-depth reading)
  - Write logical, coherent phrases, sentences, and paragraphs incorporating correct spelling, grammar, and punctuation
  - Describe the importance of documentation in the workplace
  - Proofread documents and make needed changes to ensure correct content, grammar, spelling, and punctuation
  - Avoid use of language bias (e.g., gender, race, ethnicity)
  - Use a variety of references and resources (both electronic and printed)
  - Compose and produce a variety of business letters, memorandums, and reports using correct style, format, and content
2. Recognize and develop communication skills used in the workplace
    - Express thoughts and ideas using various forms of communication (e.g., verbal, written, body language, etc.)
    - Listen effectively
    - Recognize cultural differences in the business environment
    - Use discretion in communication with others
    - Develop a sensitivity for and awareness of cultural diversity
    - Identify the chain of command, communication channels, and protocol within an organizational structure
  3. Use technology to enhance the effectiveness of communication
    - Project a positive impression when placing or receiving calls
    - Select and use the appropriate technology for the intended communication
    - Demonstrate touch keyboarding and use computer functions to create letters, forms, memoranda, numerical data, and other documents from rough draft, voice recognition system, or from oral or written instructions
    - Gather, interpret, and evaluate information using electronic technologies



- Explain the use of electronic message technologies including facsimile machines, voicemail, conference calls, pagers, and e-mail
- Recognize need for increased security and confidentiality in the use of technology
- Demonstrate an awareness of technological advances and available resources
- Understand the need for flexibility and adaptability when updating technology

## **Computation**

Standard: Understand essential mathematical operations and statistical procedures

### Benchmarks

1. Apply appropriate mathematical operations to solve problems  
Performance Indicators
  - Determine the correct mathematical process for various problems using formulas when appropriate
  - Select and use appropriate tools for solving problems (e.g., paper, pencil, calculator, computer)
  - Use estimation to verify a calculated result
  - Communicate understanding of strategies needed to solve mathematical problems
  - Solve problems containing whole numbers, decimals, fractions, percentages, ratios, and proportions
  - Use algebraic operations to solve problems
  - Use domestic and international standards of measurement in solving problems
2. Analyze and interpret data
  - Construct, read, and interpret tables, charts, and graphs
  - Make inferences about data found in tables, charts, and graphs

## **Economics**

Standard: Understand the economic principles and concepts fundamental to business

### Benchmarks

1. Understand global economies and their interactions  
Performance Indicators
  - Explain why societies develop economic systems
  - Identify the basic features of different economic systems
  - Discuss the major features of the U.S. economy
  - Discuss the role of government in an economic system
  - Explain the role of exchange and money in an economic system

2. Understand the U.S. government's role in a free enterprise system
  - Discuss basic features of a market economy (e.g., private ownership of property, profit, competition)
  - Describe the role of markets and prices in the economy
  - Analyze the role of the law of supply and demand in the economy
  - Identify and discuss examples of laws and government regulations designed to maintain competition
3. Understand how economic principles affect the workplace
  - Understand the concept of opportunity cost analysis
  - Explain the importance of productivity as it relates to profit
  - Explain how the economy encourages entrepreneurship
  - Explain how the economy functions by describing typical economic activities (e.g., gross domestic product, unemployment, inflation)
  - Describe different types of competitive structures and illustrate the role of competitive markets
4. Understand how the individual fits into the economic scheme
  - Describe the rights and responsibilities of citizens in an economy (e.g., taxation, right to own property, purchasing decisions)
  - Describe how consumers and the marketplace are interdependent
  - Recognize the economic impact of employee actions on employer profitability

## **Entrepreneurship**

**Standard:** Understand fundamental entrepreneurial concepts that affect business decision making

### **Benchmarks**

1. Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics
  - Performance Indicators
    - Explore entrepreneurship as a personal goal, assessing risks and identifying opportunities
    - Plan and prepare for current and future entrepreneurial career options based on personal qualities and interests
    - Identify the importance of entrepreneurship
    - Demonstrate ability to generate innovative and practical solutions to business problems
    - Identify the types of risks faced by entrepreneurs
2. Describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture
  - Understand and describe the different types of business ownership
  - Identify legal issues affecting entrepreneurs
  - Identify assistance available for entrepreneurs (e.g., SBA)

3. Develop a business plan
  - Identify the elements in a business plan
  - Research business plan components
  - Write a business plan
4. Identify, establish, maintain, and analyze appropriate records to make business decisions
  - Explain the importance of financial analysis and the role of good recordkeeping (i.e., allocate time, money, materials, personnel, space)
  - Recognize the importance of various resources and assistance available to the entrepreneurs
  - Discuss the advantages and disadvantages of offering credit
5. Describe how cultural differences, export/import opportunities, and current trends in a global marketplace can affect an entrepreneurial venture
  - Identify the role of international trade
  - Discuss the impact of international trade on the business plan

### **Functions:**

## **Accounting and Finance**

Standard: Understand the concepts and apply the principles of accounting, financial decision-making, and personal finance

### **Benchmarks**

1. Recognize and understand basic terminology, principles, and concepts in the accounting process
 

Performance Indicators

  - Identify accounting terminology (e.g., assets, liabilities, owner's equity)
  - Demonstrate an understanding of accounting principles (e.g., historical cost, ongoing concern, matching revenue and expenses)
  - Demonstrate an awareness of basic accounting concepts by completing related activities
2. Complete the various steps of the accounting cycle and explain the purpose of each step using manual and/or computerized systems
  - Describe the functions of a basic accounting system
  - Describe the need for the concept of documentation (e.g., checks & balances, dual entry system, etc.)
  - Analyze source documents
  - Journalize business transactions
  - Compute money transactions (i.e., making change, handling petty cash, preparing bank deposits, electronic funds transfer, reconciling bank statements)
  - Total and prove journal(s)

- Post transactions and maintain ledger(s) (e.g., general, subsidiary, payroll)
  - Prepare worksheet and related financial statements
  - Journalize and post-adjusting and closing entries
  - Prepare a post closing trial balance
3. Interpret and analyze financial statements
    - Identify financial tasks to be performed
    - Interpret and apply numerical information (e.g. tables, graphs, and charts)
    - Analyze a series of financial statements for trends over a period of time
  4. Apply appropriate accounting principles to satisfy the legal requirements of a business
    - Describe the payroll process and calculate payroll and related taxes
    - Demonstrate a familiarity with common government regulations affecting business (e.g., FICA, Medicare, FUTA, SUTA)
    - Identify various types of depreciation methods
    - Calculate plant asset depreciation

## **Information Management and Systems**

**Standard:** Understand and apply the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information

### **Benchmarks**

1. Identify available operating systems
  - Performance Indicators
    - Compare and contrast system software and hardware used to satisfy a business need
2. Select and use appropriate software applications
  - Demonstrate the touch method of numerical and alphabetical keyboarding
  - Differentiate among database, spreadsheet, word processing, desktop publishing and presentation applications
  - Demonstrate ability to integrate software applications
  - Use word processing software to create, modify, store, retrieve, and print documents
  - Key materials from rough draft, voice recognition, and oral or written instruction
  - Proofread and edit documents for accuracy and content, and for correct grammar, spelling, and punctuation
  - Use database software to store, query, retrieve, and sort data
  - Maintain a records management system (i.e., alphabetic, numeric, geographic, subject)
  - Use spreadsheet software to manipulate data

3. Apply decision-making skills in the business environment
  - Gather, interpret, and evaluate information
  - Recognize the importance and availability of resources (e.g., technical support, help menus, reference manuals)
  - Demonstrate an understanding of file management
  - Recognize availability of electronically generated basic business forms and records (e.g., purchase orders, expense vouchers, and time cards)
  - Interpret and apply numerical information found in tables, graphs, and charts
  - Process incoming mail and email
  - Demonstrate problem-solving skills (e.g., mathematical, situational, interpersonal)
4. Explain advances in computer technology and their legal impact
5. Understand and follow a code of ethics for information systems use and management
  - Identify the need for and importance of confidentiality
  - Recognize relevant ethical issues and their importance in business

## **Business Administration and Management**

Standard: Understand and apply the processes and concepts needed for effective business management

### **Benchmarks**

1. Understand the principles of management
  - Performance Indicators
  - Identify major motivation theories and how they apply to management
  - Demonstrate an awareness of basic business principles (e.g., profit, competition, supply and demand, business cycles)
  - List the functions of management and explain why they are important
  - Describe the role of management in successful businesses
  - Recognize relevant ethical issues affecting management decision making
  - Identify, describe, and analyze the impact and relationship of community involvement on business management decisions
2. Understand the manager's role
  - Describe a professional attitude necessary to promote a productive, positive, and healthy work environment
  - Explain the importance of a manager's ability to adapt, cope, and change
  - Explain the importance of maintaining physical and mental health and fitness necessary to produce in the workplace
  - Identify the need for lifelong learning
  - Demonstrate effective time management skills
  - Recognize the importance of promoting quality standards and meeting production goals

3. Describe the activities of managers of human resource departments and their importance to the operation of the organization
  - Define human resources management
  - Develop stress management skills
  - Manage personal behavior appropriate to the workplace
  - Recognize the importance and availability of assistance for employees
  - Identify factors for employee selection, development, review, recognition, and discipline
  - Demonstrate change management skills
  - Demonstrate steps involved in conflict resolution
  - Describe situations where decisions must be made regarding the confidentiality of personnel information
  - Demonstrate a knowledge of labor rights
  - Describe the need for an organized and functional work environment
  - Model professionalism in the workplace
4. Identify various organizational structures
  - Identify the chain of command and protocol within an organizational structure
  - Discuss the advantages and disadvantages of common organizational structures
5. Identify the importance of teams in business
  - Identify various forms of business teams
  - Identify the role of the manager as a team facilitator
  - Describe the team-building process
  - Explain the various decision-making processes a team uses
6. Understand the legal process
  - Describe the sources of the law and the structure of the court system
  - Describe the different classifications of procedural and substantive law
  - Identify resources to gain knowledge of the legal system
  - Describe the changing environment for legal issues
7. Analyze the relationship between business ethics and the legal processes
  - Recognize relevant laws and ethical issues in business and their importance
  - Identify ethical character traits (e.g., honesty, integrity, compassion, justice)
8. Describe the major governmental regulations of business organizations
  - Describe legislation that affects businesses
  - Demonstrate a familiarity with common governmental regulations affecting business
  - Identify legislation that regulates employee rights within a business
9. Explain the legal rules that impact society

# Marketing

Standard: Understand the basic marketing principles of distribution, price, promotion, and sales

## Benchmarks

1. Identify the roles of marketing
2. Identify ways marketing contributes to a company's image
- Performance Indicator
  - Define the role of marketing
  - Explain the difference between target markets
  - Explain the importance of value-added service
  - Identify the four parts of the SWOT system
3. Communicate effectively with various business constituencies
  - Discuss the importance of communication skills when working with customers
  - Understand the importance of developing positive customer/client relationships
  - Understand strategies necessary for dealing with customers/clients in a variety of situations
  - Understand the need to go above and beyond minimum requirements to be competitive
  - Demonstrate professional behavior required when working with customers/clients
  - Understand importance of turn-around time
  - Understand communication strategies necessary and appropriate for international business relations
4. Develop a marketing plan
  - List the steps in developing a marketing plan
  - Identify available resources for implementing the marketing plan
  - Explain the difference between target markets
5. Apply economic concepts when making marketing decisions
  - Identify factors affecting pricing
  - Explain possible consequences of price increases/decreases